



September 1, 2026

Mr. Ricky Lyons, PGA
Secretary, Southern Texas PGA Section

Dear Ricky,

I am writing to formally declare my intention to run for an At-Large Director position on the Southern Texas PGA Board of Directors.

I began my career in the Northern Ohio Section as an Assistant Golf Professional at Firestone Country Club, where I had the opportunity to work three WGC-Bridgestone Invationals. I have since spent the majority of my career here in the Southern Texas PGA. I joined The Golf Trails of The Woodlands in 2014 as an Assistant Golf Professional. I was then afforded the opportunity to serve as Head Golf Professional and later PGA Director of Golf at The Woodlands from 2017 to 2022. From 2022 to 2026 I worked as a PGA General Manager at Willow Creek Golf Club, Magnolia Creek Golf Club and Lake Windcrest Golf Club. I have since returned to The Woodlands Country Club as Director of Golf, where we now have 18 golf professionals, a Director of Instruction, and 10 additional golf coaches. I hold the PGA Specialized Professional designation in Executive Management and I am completing a second Specialized Certification in Teaching and Coaching, with a capstone built around junior and women's golf programming. I plan to register for my Certified Professional designation in 2027 and ultimately achieve my Master Professional designation in time.

What I look to bring to this Board is a record of putting facilities to work for the Section, and a desire to mentor and lead my teams on path to their career goals. At every property I have been part of, I have pushed to be a tournament host. That has meant STPGA Section and Junior Tour events, AJGA competitions, high school teams, Drive, Chip and Putt, and any other avenue that gets more players onto a golf course. Hosting is rarely an easy ask with private club members. It costs tee times, it costs staff hours, and someone has to make the case to ownership, or to a membership, that it is worth it. I have made that case many times, at very different kinds of facilities, and I have never once regretted it.

I believe that range of experience is exactly what makes me a useful representative for our fellow professionals. I have worked as an assistant, as a Head Professional, as a Director of Golf, and for 4+ years as a private club General Manager with full P&L responsibility across every department. I have sat on both sides of the table: the professional asking for support for a program or an event, and the operator deciding whether the facility can absorb it. Most of our members are not at multi-club properties. They are at clubs and courses where every decision has a budget attached to it, and where a professional has to justify the value of Section involvement to someone who does not work in golf. I understand that conversation, and I would carry it into the boardroom.

I am seeking this seat for three reasons.

First, I want to give back to the Section that has given me a career. The STPGA invested in me as a young professional through its education, its playing opportunities, and above all its people. I would like to be in a position to make that same investment in the group coming up behind us.

Second, I want to be a real advocate for our associates and young professionals. I currently lead a large staff of professionals and coaches, and I work directly with my General Managers to train our golf professionals in what it actually takes to run a department: financials, retail, mentorship & leadership, standard operating procedures, and member experience. Too many capable associates stall out because nobody ever showed them the business side of this profession. I would like to help the Section continue to build mentorship and career pathways, so an associate can see a clear line from where they are today to Head Professional, Director of Golf, or General Manager.

Third, I want to keep growing the number of facilities that say “yes.” I would like to work with the Board and the Section staff to make hosting easier and more attractive for our facilities, to strengthen the ties between our clubs, our high school programs, and our junior golf partners, and to grow the game in all facets. When a facility understands the value of hosting, it hosts again, and the entire Section benefits.

I would be honored to serve the Southern Texas PGA in this capacity, and I am grateful for the Section’s consideration.

Respectfully,

Steve McCreight, PGA

Director of Golf, The Woodlands Country Club